

Achieving Results

How to create value

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About the Book

A company's ability to quickly adapt to the changing demands and requirements of its customers has become an essential requirement for its long-term survival. Managers must not limit their thinking to 'just' the product or project's value but more importantly what will make customers prefer their offerings to those presented by rivals. It's about a 'Result Focus' aimed not simply at what is made and how much it will cost to manufacture but how it will be useful to those who buy it: it's about exceeding the customer's experience and so beating the competition.



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